Amendment to claims of PCT/JP99/04878

      (1)  An advertising system using the Internet,

2  in which an advertising information sending apparatus

3  and an advertising information receiving apparatus are

4  connected through a communication network of the

5  Internet, characterized in that

6      the advertising information receiving

7  apparatus comprises automatic login means for

8  automatically accessing the advertising information

9  sending apparatus at preset time to download through

10  the Internet advertising information stored in the

11  advertising information sending apparatus, and

12      on a monitor screen of the advertising

13  information receiving apparatus, the advertising

14  information downloaded by said automatic login means

15  is displayed, together with a predetermined character,

16  in a balloon accompanying the character.

      (2)  An advertising system using the

2  Internet according to claim 1, characterized in that

3      said automatic login means accesses a

4  plurality of advertising information sending

5  apparatuses connected to the Internet, and

6      the advertising information receiving

7  apparatus has a plurality of characters corresponding

8  to the plurality of advertising information sending

9  apparatuses.

      (3)  An advertising system using the

2 Internet according to claim 1, characterized in that a

3 URL of a homepage of a company of the advertising

4 information sending apparatus is displayed in the

5 balloon, and when the URL is selected, the homepage is

6 accessed.

(4) An advertising system using the

2 Internet according to claim 1, characterized in that

3 said system comprises a main server

4 connected to the Internet,

5 the advertising information receiving

6 apparatus automatically accesses the advertising

7 information sending apparatus at the preset time to

8 transmit, to said main server, data related to a user

9 who uses the advertising information sending apparatus,

10 and

11 said main server stores the data related to

12 the user, which is sent from the advertising

13 information receiving apparatus.

(5) An advertising system using the

2 Internet according to claim 4, characterized in that

3 the advertising information receiving

4 apparatus receives service data transmitted from said

5 main server, and

6 on the monitor screen of the advertising

7 information receiving apparatus, display by the

8 service data is done, together with the predetermined

9 character, in the balloon accompanying the character.

(6)    An advertising system using the
Internet according to claim 5, characterized in that
the service data is a questionnaire.

(7)    An advertising system using the
Internet according to claim 5, characterized in that
the service data is fortune-telling data based on the
data related to the user, which is stored in said main
server.

(8)    An advertising system using the
Internet according to claim 1, characterized in that
the character is always displayed on a front side on
the monitor screen of the advertising information
receiving apparatus.

(9)    An advertising system using the
Internet according to claim 1, characterized in that
the character is a moving image.

(10) An advertising system using the
Internet according to claim 1, characterized in that
when a character display region becomes small, a
display position is changed.

(11)    An advertising system using the
Internet according to claim 2, characterized in that
the advertising information receiving apparatus
sequentially accesses the plurality of advertising
information receiving apparatuses.

(12)    An advertising system using the
Internet according to claim 1, characterized in that

‎11

3    the advertising information sending apparatus

4    transmits change information for changing settings for

5    said automatic login means in sending the advertising

6    information.

        (13)   An advertising system using the

2    Internet according to claim 12, characterized in that

3    the change information changes the settings for said

4    automatic login means to disable or erase the

5    advertising information downloaded from the

6    advertising information sending apparatus at a desired

7    timing.